

Message Text

UNCLASSIFIED

PAGE 01 QUITO 07748 292351Z

61

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 292140Z OCT 76
FM AMEMBASSY QUITO
TO SECSTATE WASHDC 2092
INFO USDOC WASHDC
AMCONSUL GUAYAQUIL

UNCLAS QUITO 7748

E.O. 11652: N/A
TAGS: BEXP EC
SUBJ: FY 1978 EVENT SCHEDULE

REF: STATE 194102

1. FOLLOWING ARE MISSION COMMENTS REGARDING PROPOSED FY 1978
TRADE PROMOTION EVENT SCHEDULE. WE REGRET OVERSIGHT THAT
RESULTED IN DELAY IN REPLYING TO REFTEL.

2. EDUCATIONAL TRAINING EQUIPMENT TECHNICAL SALES SEMINAR
(MAY 1978). WHILE THERE APPEARS TO BE A RECOGNIZED NEED HERE
FOR THIS TYPE OF EQUIPMENT, THE EFFECTIVE DEMAND IS LIMITED.
THIS IS A RESULT OF A LACK OF CASH TO SPEND ON THE PART OF
THE PRINCIPAL POTENTIAL BUYERS--THE MINISTRY OF EDUCATION
(WHICH CONTROLS ALL SCHOOLS THROUGH THE SECONDARY LEVEL) AND
THE UNIVERSITIES. THE MINED PREFERS TO PAY FOR ITS PURCHASES
IN THIS AREA BY BARTER TRANSACTIONS, AND HAS IN FACT DONE SO
IN THE CASE OF RECENT DEALS WITH EASTERN EUROPEAN COUNTRIES.
SALES TO THE UNIVERSITIES MUST BE ACCOMPANIED BY A LIBERAL
FINANCING PACKAGE. SHOULD U.S. SUPPLIERS WISH TO PURSUE
THE MATTER HERE, WE RECOMMEND HOLDING TSS IN BOTH QUITO
AND GUAYAQUIL.

3. PRINTING AND GRAPHIC ARTS TRADE MISSION (MAY 1978).
THIS MISSION IS LIKELY TO BE VERY WELL RECEIVED. EXISTING
PLANT AND EQUIPMENT, EXCEPT FOR THE FEW LARGE FIRMS IN
THE INDUSTRY, IS ANTIQUATED. RECOMMENDED FOR BOTH QUITO
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AND GUAYAQUIL.

4. ALTERNATE METALWORKING TRADE MISSION. THERE IS CONSIDERABLE INTEREST HERE IN METALWORKING AND METAL-FINISHING EQUIPMENT. A RECENT CATALOG SHOW IN THIS PRODUCT AREA WAS VERY SUCCESSFUL. THIS IS VERY MUCH AN INCIPIENT INDUSTRY IN ECUADOR, HOWEVER, AND SIMPLE, VERSATILE MACHINERY IS MOST IN DEMAND. FINANCING IS ALSO IMPORTANT HERE. RECOMMENDED FOR BOTH QUITO AND GUAYAQUIL.

5. WE THINK THERE IS AN EXCELLENT POTENTIAL MARKET IN ECUADOR FOR PLASTICS PRODUCTION EQUIPMENT. WE ASK THEREFORE THAT USDOC CONSIDER A PROMOTIONAL EVENT HERE IN THIS PRODUCT AREA DURING FY 1978. RECOMMENDED FOR BOTH QUITO AND GUAYAQUIL.
BLOOMFIELD

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NNN

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